



Arlington Recycling Committee Minutes

Notes from Arlington Recycling Committee Meeting

September 20, 2018 7:30-9:00, Arlington Town Hall Annex | Submitted by: Priya Sankalia

Attendees

Members: Larry Slotnick, Priya Sankalia, Juli Brazile, Paul Goldberg, Charlotte Milan
Associate Members/Visitors: Maris Newman, Julie Benyo, Francis Meale

Approval of Minutes

July minutes not printed for review so tabled to next month.

Introductions

We had 2 new attendees at the meeting who introduced themselves as did current members. New members were welcomed.

Review of Tabling Events

- Beer Garden:
 - Event was successful. We worked 3 shifts and while the later 2 got more traction the first one also drew a few people and we got a few sign ups
 - We provided Aeronaut with a barrel for dumping liquids before the compostable cups could be thrown in the composting
 - It worked well because there was no cost to table and there was no competition. Only 1 organization tables per day
 - Juli mentioned that the town is considering putting the beer garden event on the town survey
- Town Day
 - Another successful event - we had a steady stream of people stopping by - hardly a break at all
 - Set up was typical and we did very well on sales (barrels, kitchen scrap containers and bags) and sign ups. We had a total of 50 sign ups between the beer garden and town day.
 - Some suggestions -
 - Dori suggested simplifying Ellen's display and making it smaller and more portable
 - Juli shared her idea for a display - listing goals in order of priority. We could use one of the trade show displays for this
 - A one page cheat sheet with global situation on recycling or other policy issues, laminated for the table

- feature the Recycling Guide - maybe also laminated when we table

Discussion that came out of Town Day questions

- A lot of people miss the recycling guide. Some suggestions on how we can avoid that:
 - Highlight the fact that it is NEW - something striking and differentiating from previous years' so people don't think they have the same thing so throw it away
 - Make them visible before they come out - laminate a bunch of them and put them up all over town?
 - Adjust the timing of when they get sent out - maybe in September instead of during the summer?
- Apartment buildings – how do we do outreach?
 - A permanent sign from the town; laminated; official
- Responding to people who had questions (on sign up sheet)
 - Larry will get answers (they are already in the google sheet) and compile into one message

Google Group discussion

- We discussed how best to engage the individuals on the Google Group list and this is the plan that was agreed upon
 - Maris, Juli and Sarah will work on refining the survey which Maris developed. Some suggestions were made on improving the survey (open ended question; affiliations; discussion on whether we should ask them if they want to opt out)
 - Once ready we will send out an email to the Google group with answers to the questions asked at recent tabling events and a link to the survey
 - We will divide up emails to send follow up personal emails forwarding the Google Group email checking if the person with a specific question saw it and if we answered their question in enough detail
- The committee agreed that Larry should send out the links to interesting news article that he send us to the entire Google Group. The information should be reliable and quality information so if Larry has already seen the information he should share it.

Review of Action Items from last meeting

- Most relevant items were completed once that were not are repeated below
- Maris shared the 6Rs posted idea with the committee - tabled for further discussion - we need approval from Town for the messaging
- Juli and Priya put together the library display - magnets Larry put out are moving quickly

Approval of expenses

- The committee voted on approval of expenses for the library display, How Are We Doing poster and the magnets

Action Items:

1. Maris, Sarah and Juli to work on survey questions and finalize
2. Priya:
 - a. Recirculate google folder
 - b. Check on textile poster
3. Larry
 - a. Connect with Charlotte on answers to questions from Town Day
 - b. to get more information on MassPIRG bottle bill
4. Dori will take down library display at end of the month